

PURSUANT



January 31, 2020

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Postal Regulatory Commission
901 New York Avenue NW
Suite 200
Washington, DC 20268

POSTAL REGULATORY
COMMISSION

RE: Docket No. RM2017-3

Dear Commissioners:

On behalf of Pursuant, the 30 clients we serve, and the hundreds of thousands of individuals and animals that are impacted by our clients' outreach in health and human services charities, ministries and religious organizations, higher education and medical/research foundations, animal welfare, and other non-profit charities, I am writing to urge you to reconsider your proposal to increase postage rates several times the rate of inflation. These drastic increases will have a negative impact on our nation's charitable organizations' ability to carry out their vital missions domestically and across the globe, and will not reform the Postal Service.

Direct mail is the lifeblood of many organizations' ability to raise the desperately-needed funds to make our world a better place. With recent tax reform and related legislations, the non-profit industry has seen a decline in giving. Organizations have been forced to operate on a shoe-string budget, while scrutinizing all expenses and cutting many fundraising and operating programs. Every postage increase further tightens the ability of so many important charities to deliver relief and provide the services they are uniquely-positioned to provide.

Pursuant mails over 5,000,000 pieces of mail annually. At large volumes, even small postage increases add up quickly and lead some organizations to greatly reduce or completely abandon their direct response programs. Reductions in mail volumes, in addition to negatively impacting the revenue these charities raise, also hurts the mailing industry overall as less outgoing and return mail is processed and delivered.

Pursuant constantly strives to keep fundraising costs at a minimum so that our clients can devote the majority of their operating revenue to help the people and animals they serve. Nonprofits like our clients carry the load for the government in helping to care for people and issues that would cost the government billions of dollars if they were to provide the services these organizations have perfected. We

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need the partnership of the United States Postal Service and the Postal Regulatory Commission to keep postage rates at competitive levels. Our clients cannot afford postage increases over the Consumer Price Index. It's our sincere hope that we can count on the commissioners to understand and act on the importance of the CPI inflation cap on postage increases. The life-saving work of our clients should not be adverted due to postage rates rising beyond affordable and reasonable levels. The aid our clients can deliver is directly tied to their ability to operate and develop resources efficiently and in a cost-effective way.

Sincerely,



Jennifer Bielat

Executive Vice President, Client Strategy